

WHAT IS CLAIMED IS:

1. A packaged absorbent article for placement in the crotch region of an undergarment, comprising:

a generally liquid permeable top cover;

a generally liquid impermeable baffle having a garment facing side;

5 an absorbent structure disposed between said top cover and said baffle;

said garment facing side of said baffle comprising hook material defined in a pattern thereon;

a hook compatible backing sheet releasably attached to said baffle, said backing sheet comprising dimensions so as to extend beyond lateral sides and
10 longitudinal ends of said absorbent article when attached to said baffle;

said article and attached backing sheet folded into a configuration such that lateral sides of said backing sheet are brought together and said backing sheet defines a pouch for said article.

2. The packaged absorbent article as in claim 1, wherein said hook material on said garment facing side of said baffle provides a primary attachment mechanism between said article and the undergarment.

3. The packaged absorbent article as in claim 1, wherein said top cover comprises a hook compatible material, said backing sheet preventing attachment of said hook material to said top cover in said folded configuration of said article.

4. The packaged absorbent article as in claim 1, wherein said article and attached backing sheet are folded in a tri-fold configuration.

5. The packaged absorbent article as in claim 4, wherein one longitudinal end of said tri-fold configuration defines an opening flap disposed against a front outwardly facing surface of said pouch.

6. The packaged absorbent article as in claim 5, wherein said opening flap is releasably attached to said outwardly facing side of said pouch.

7. The packaged absorbent article as in claim 1, wherein said lateral sides of said backing sheet are attached together to define sealed sides of said pouch.

8. The packaged absorbent article as in claim 7, wherein one longitudinal end of said backing sheet is folded over onto a front surface of said pouch and defines an opening flap.

9. The packaged absorbent article as in claim 1, wherein said backing sheet comprises a nonwoven material that is releasably attachable to said hook material.

10. The packaged absorbent article as in claim 1, wherein said backing sheet comprises a first side of film material and an opposite side of a hook compatible material, said film defining outwardly facing surfaces of said pouch.

11. The packaged absorbent article as in claim 9, wherein said backing sheet comprises a laminate of said film material and a nonwoven material.

12. The packaged absorbent article as in claim 10, wherein said hook compatible material is bordered at least partially by said film material.

13. The packaged absorbent article as in claim 12, wherein said hook compatible material comprises a longitudinally oriented strip attached to said film material.

14. The packaged absorbent article as in claim 1, wherein said article further comprises opposite laterally extending wings configured to fold around the crotch portion of a wearer's undergarment, said wings folded onto said top cover in said folded configuration of said article such that garment facing sides of said wings are outwardly facing.

15. The packaged absorbent article as in claim 14, wherein said wings comprise hook material provided on said garment facing sides for releasable attachment of said wings to the wearer's undergarment, and further comprising a protective material sheet releasably attached to said wing hook material in said folded configuration of said article.

16. The packaged absorbent article as in claim 14, wherein said wings at least partially overlap on said top cover and are releasably attached to each other.

17. The packaged absorbent article as in claim 16, wherein at least one of said wings comprises a hook material that releasably engages with said other wing in said folded configuration of said article.

18. The packaged absorbent article as in claim 16, wherein said wings are releasably attached by an adhesive.

19. The packaged absorbent article as in claim 14, wherein said wings comprise hook material provided on said garment facing sides for releasable attachment of said wings to the wearer's undergarment, said backing sheet

comprising a longitudinally extending portion that is folded over said wings prior to
5 folding said article and backing sheet into said pouch.

20. The packaged absorbent article as in claim 20, wherein said article and backing sheet are tri-folded into said pouch.

22. A packaged absorbent article for placement in the crotch region of an undergarment, comprising:

a generally liquid permeable top cover;
a generally liquid impermeable baffle having a garment facing side;
5 an absorbent structure disposed between said top cover and said baffle;
said garment facing side of said baffle comprising hook material defined in a pattern sufficient for said hook material to provide a primary attachment mechanism between said article and the undergarment;

a backing sheet comprising a first side of nonwoven material releasably
10 attached to said baffle hook material, and an opposite side having different hook engagement properties as compared to said first side; and

said article and attached backing sheet folded into a pouch configuration such that said film material is outwardly facing.

23. The packaged absorbent article as in claim 22, wherein said opposite side comprises a film material.

24. The packaged absorbent article as in claim 22, wherein said opposite side comprises a nonwoven material.

25. The packaged absorbent article as in claim 22, wherein said backing sheet extends laterally beyond said baffle and is bonded to itself along lateral sides of said pouch configuration.

26. The packaged absorbent article as in claim 22, wherein said backing sheet comprises a laminate of said nonwoven material and a different material.

27. The packaged absorbent article as in claim 22, wherein said article and attached backing sheet are folded into said pouch configuration such that one longitudinal end of said backing sheet defines an opening flap disposed against a front outwardly facing surface of said pouch.

28. The packaged absorbent article as in claim 27, wherein said opening flap is releasably attached to said outwardly facing side of said pouch.